

## Section 7: Branding Design Element Specifications

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## Section 7: Branding and Design Specifications

### Introduction

The Agency for Healthcare Research and Quality (AHRQ) has created a branded identity so that external audiences can easily recognize our messages and materials. The branded identity uses a set of graphic building blocks to identify AHRQ. AHRQ also has developed design elements that assist in identifying an AHRQ product. This section provides an overview of how to apply AHRQ's branded identity and design elements to your products and materials.

The AHRQ branded identity will be referred to as the HHS-AHRQ branding.

### Branding and Design Element Treatments

The HHS-AHRQ branding must be included on all AHRQ print and electronic products and communication materials produced in-house or by a contractor. The HHS-AHRQ branding is a combination of design elements in this order:

- U.S. Department of Health and Human Services logo (Department level)
- Agency for Healthcare Research and Quality logo (Agency level)
- Advancing Excellence in Health Care (AHRQ's tagline)
- [www.ahrq.gov](http://www.ahrq.gov) (Agency Web address)
- Optional: other program logo or identification



*Note: The following formats are to be placed at the bottom of the first page of the document.*

#### Vertical placement example



## Horizontal placement example



## Teamed with Agency sub-brand example



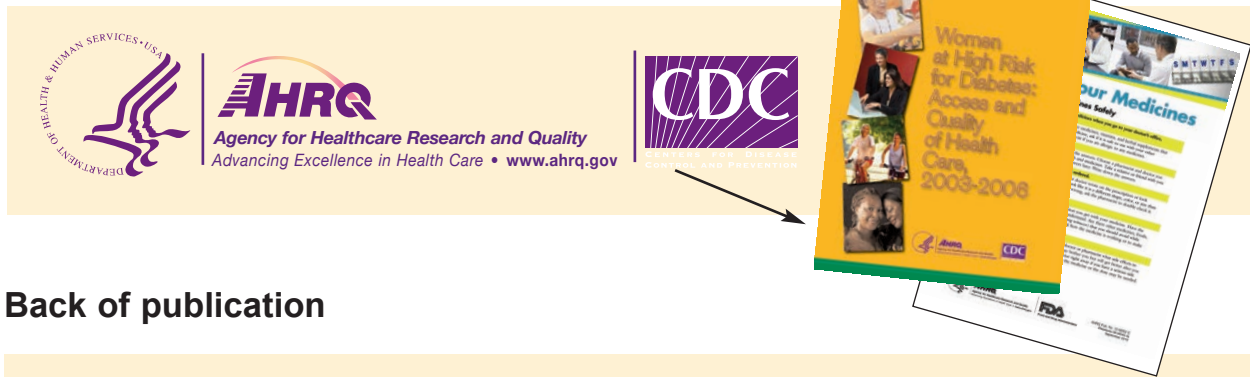
## Teamed with user-friendly name of program examples



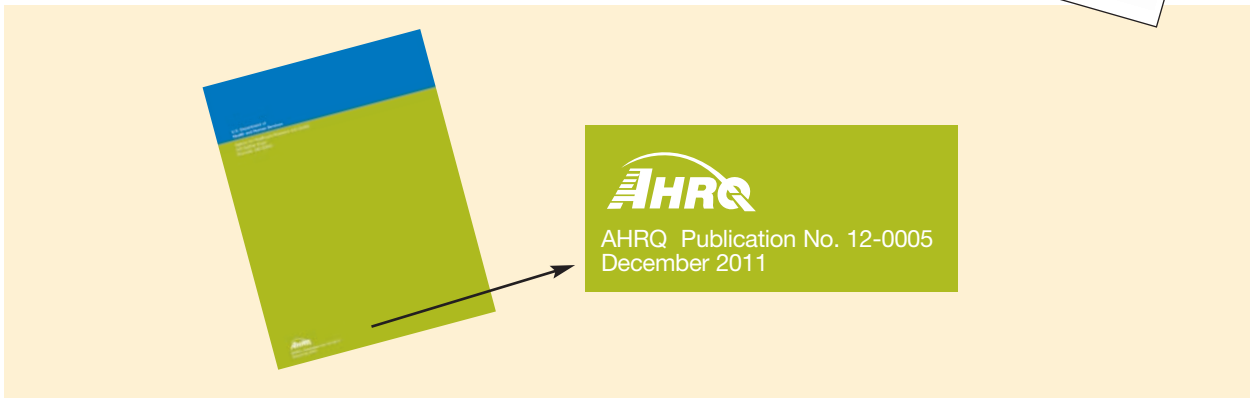
## Teamed with outside program examples



## Teamed with other Federal agency examples

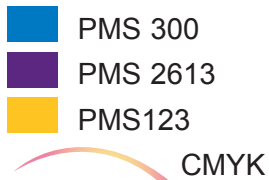


## Back of publication

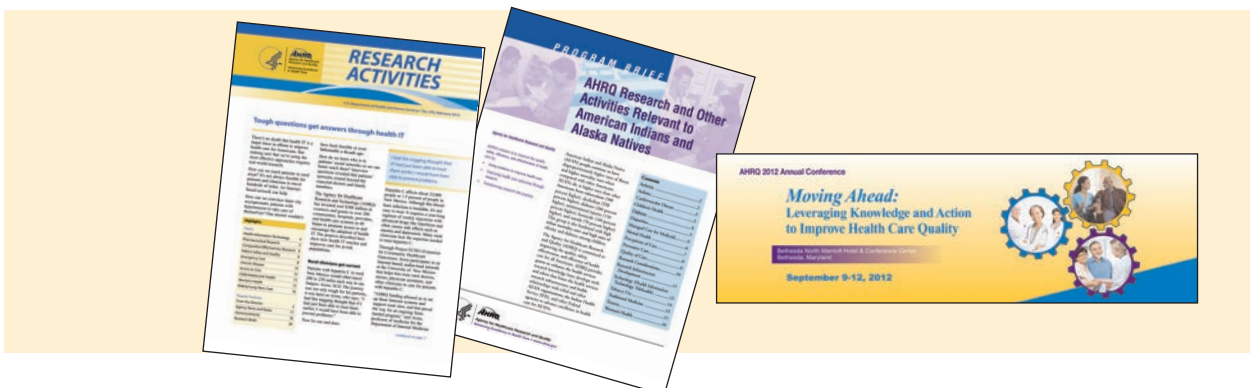


## Color Palette

These colors are used for overarching Agency products, such as AHRQ Annual Conference materials, that are not aligned with an Agency program. See the Family of Products section for guidance on products that are aligned with an Agency program.



## Agency generic product examples

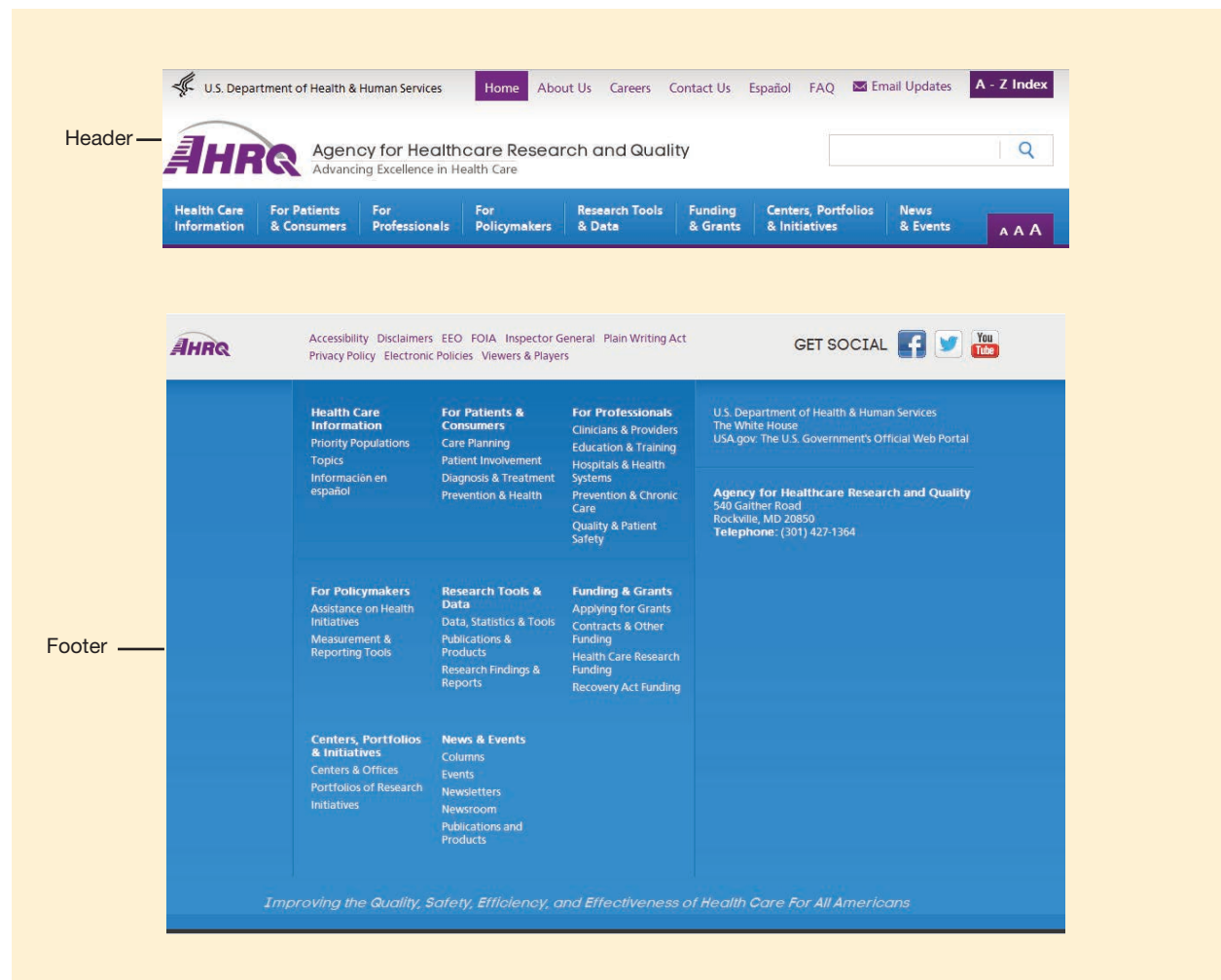


## Web Templates

For header, footer, and subordinate page header graphics, as well as implementation source codes, contact:

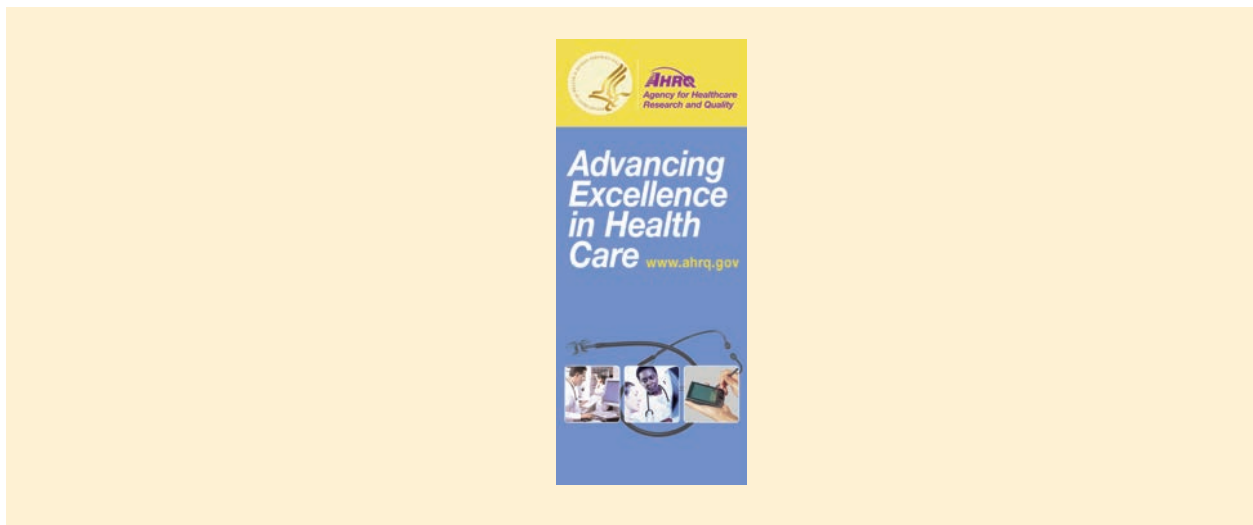
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Office of Communications and Knowledge Transfer  
Email: [biff.leeve@ahrq.hhs.gov](mailto:biff.leeve@ahrq.hhs.gov)  
Phone: 301-427-1897

## Header and footer for AHRQ Web site



## Exhibits

### General AHRQ exhibit



### Exhibit tailored to a program

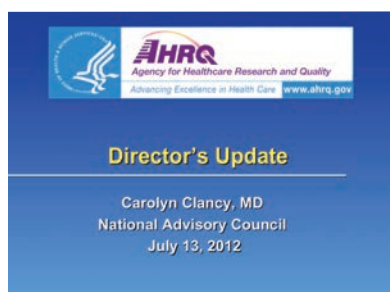




## PowerPoint Presentations

AHRQ staff are required to use the AHRQ slide template for all presentations. It is available on the AHRQ Intranet at <http://my.ahrq.gov/searchmetadata.aspx?fid=12623>

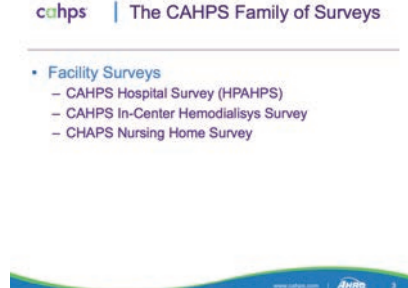
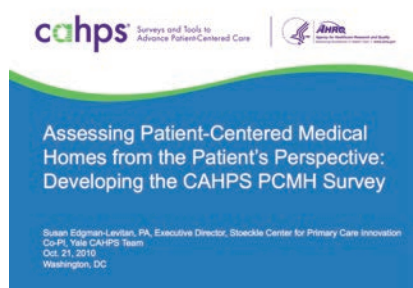
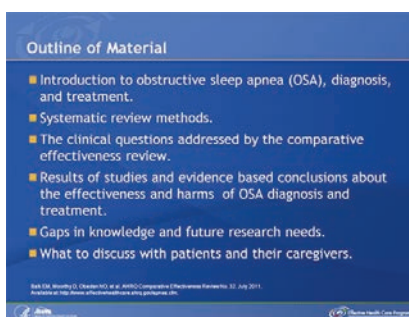
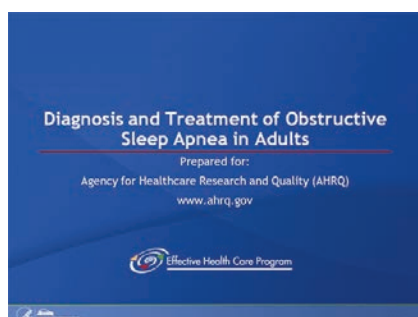
### AHRQ master slide template examples



Contractors are not required to use the AHRQ slide template for presentations they make on the Agency's behalf; however, the HHS-AHRQ branding should appear on the title and subsequent slides. The program sub-brand (e.g., Effective Health Care, CAHPS) may be prominent on the title slide but should not be larger than the HHS-AHRQ branding on subsequent slides.

Contractor logos may not be used on the slides, however the contractor company name may be identified on the title slide. For example, "Presented by \_\_\_\_\_ under contract to the Agency for Healthcare Research and Quality."

### PowerPoint slide examples with sub-brand



## Family of Products

Products for AHRQ's major programs have a "look and feel" that ties the products together as a family. Unique colors and design elements give them their own branded identity within the AHRQ brand.

Design specifications are available for products within AHRQ's major programs. Both in-house and contractor designers must adhere to these specifications when creating products for AHRQ programs. An OCKT managing editor can provide additional information about design specifications.

## Special Uses for the AHRQ Logo

In most cases, the AHRQ logo must be used with the HHS logo. In some cases, the AHRQ logo may be used by itself. General guidance for using the AHRQ logo by itself follows:

- Do not provide the AHRQ logo where it may be construed as an endorsement.
- Contractors and grantees should provide a funding statement without the AHRQ logo on their products, including poster presentations and reports.  
Example: "This project was funded under contract/grant number XXXX from the Agency for Healthcare Research and Quality (AHRQ), U.S. Department of Health and Human Services. The opinions expressed [in this document] are those of the authors and do not reflect the official position of AHRQ or the U.S. Department of Health and Human Services."
- In most cases, if other Federal agencies have provided their logo, AHRQ permits its logo to be used.
- Do not provide the logo without first consulting OCKT publishing staff.
- Link to an AHRQ document and include citation of the source (without the AHRQ logo).
- Contractors may use the AHRQ logo (without the HHS logo) for handouts when conducting work on behalf of the Agency, e.g., training materials, PowerPoint slides.

Other considerations:

- Grantees may not use the HHS or AHRQ logos on their products.
- Products prepared under contract to AHRQ must include the HHS-AHRQ branding and may not contain contractor logos. The contractor's role is usually given in the acknowledgments section in the front matter.
- The HHS-AHRQ branding is only to be used for official, AHRQ-sponsored products.



## Artwork File Formats

The AHRQ design element is available in several formats. The following table will help you determine which format to request.

Product	File Type
Desktop publishing	EPS or TIF
Word document	TIF
PowerPoint™	JPEG
Web	JPEG or GIF

## Additional Information

To discuss specific issues or to receive additional guidance on branding design element specifications, contact:

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Email: [sandra.cummings@ahrq.hhs.gov](mailto:sandra.cummings@ahrq.hhs.gov)  
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